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Inside Information

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INSIDE THIS "INSIDE"

Page

University of Maryland Extension needs assistant producer of teleconferences..	2
USDA's Office of Information celebrates 75th anniversary.....	2
Newly elected officers announced by Agricultural Communicators in Education...	3
New director of information announced by USDA's Extension Service.....	4
USDA's Soil Conservation Service needs public affairs specialist in N.J.....	4
Editor/writer with USDA's Forest Service retires after 41 years of service....	4
Kansas State Extension Communications has an opening for a radio broadcaster..	5
USDA's "A Better Way" television show going to millions of households.....	5
USDA's Forest Service research station seeking technical publication editor...	5
USDA establishes a toll-free hotline to answer questions about drought.....	6
USDA's Office of Information has an opening for chief of radio & television...	6
Federal and State Ag officials establish national hay information network.....	7
Weekly weather and crops reports, a new service available on USDA "Online"....	7
Calendar of upcoming communication events and training opportunities.....	8

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

UNIVERSITY OF MARYLAND EXTENSION NEEDS ASSISTANT PRODUCER OF TELECONFERENCES

The Office of Information and Publications of the University of Maryland has an opening for an assistant producer of teleconferences and displays at its College Park campus.

The assistant producer is responsible to the head of the Office of Information and Publications and is supervised by the coordinator of Video and Teleconferencing.

Responsibilities include assisting in the development, production, marketing and promotion of teleconferences, educational videos, exhibits and displays, and special programs for the University of Maryland Cooperative Extension Service, Agricultural Experiment Station, and Colleges of Agriculture and Life Sciences; also, State fair exhibits.

Qualifications include an undergraduate degree, Master's preferred, in communications, educational video or teleconferencing, instructional technology or related field. A broad knowledge of agriculture or Extension Service work is helpful. Knowledge of interactive video and wordprocessing a plus. Two years of experience in related work preferred.

Salary is commensurate with experience and qualifications.

Benefits include Maryland State Pension Plan or TIAA/CREF Pension Plan, group life insurance, major medical insurance, workmen's compensation, annual and sick leave, educational leave, and course fee remission under some circumstances.

All new applicants must complete their applications by 10 working days from the closing date of the announcement. A complete application includes a letter of application, a completed application form (sent on request), resume, three reference letters and college grade transcripts.

Contact: Eugene M. Britt, Director of Personnel/Human Relations, Symons Hall, The University of Maryland, College Park, MD 20742. Telephone is (301) 454-5488.

Closing date for application was June 20, or until a suitable individual is found.

6/6

USDA'S OFFICE OF INFORMATION CELEBRATES 75TH ANNIVERSARY

On June 7, 1913, U.S. Secretary of Agriculture David F. Houston followed the recommendations of a study committee to provide better services to the agriculture-oriented newspapers and other publications by establishing the Office of Information.

The new office, which served primarily as a new press service for the Department of Agriculture, reported directly to the Secretary. It consolidated information dissemination activities previously provided by the various USDA bureaus.

The historical event was recognized at the June 7 meeting of USDA's Public Affairs Council--a twice monthly meeting of public affairs/information managers from the USDA agencies and the modern Office of Information.

USDA historian Doug Bowers gave a brief summary of the events leading to and during the years following establishment of the first OI.

One of the earliest motion pictures produced by USDA was shown, as a prelude to a daily filmfest of USDA films from the past shown in the Department's Jefferson Auditorium during the 75th anniversary week.

(more)

Wilmer Mizell, assistant secretary for governmental and public affairs, read a statement of congratulations from Secretary of Agriculture Richard Lyng, and then officiated at a brief ceremony swearing in the new D.C. Region officers of the Agricultural Communicators in Education. (ACE also is observing its 75th anniversary this year.)

In the Secretary's Annual Report of 1913, Secretary Houston wrote: "It would be little short of criminal to spend millions of dollars to acquire information and not use every possible efficient agency available for placing it at the disposal of the people as promptly as possible." He said farmers could revolutionize the industry if they received information faster.

In 1925, then Secretary William Jardine consolidated publications and other information work into a "new" Office of Information, which has remained the form for the present-day OI. First director of the reorganized OI, Nelson Crawford, moved USDA into the "audio age" with the beginnings of extensive radio services.

Today's OI has 120 employees who work in eight divisions: Design, News, Photography, Printing, Publishing, Radio & Television, Special Programs, and Video & Film (soon to be renamed Video & Teleconference).

According to the current USDA director of information, Dave Lane, OI is responsible for maintaining the flow of information and providing the liaison between USDA and the media--unchanged from Secretary Houston's order in 1913.

OI directs and coordinates public affairs/information work of the many USDA agencies, and has final review of all national news releases, broadcast materials, publications and other information involving USDA.

In addition, OI coordinates the activities under the Freedom of Information Act and the Privacy Act, and specifically handles responses to requests under the two laws for the Office of the Secretary and all offices reporting to USDA's Assistant Secretary for governmental and public affairs.

OI provides a central teleconferencing facility for USDA and administers the Department's electronic dissemination of information (EDI) service.

EDI and teleconferencing are USDA's latest means for distributing current information by computers, satellites and other technological advances--fast and efficient ways of moving agricultural information to those who need and want it, including farmers.

Secretary Houston would be proud that today's OI continues to "use every possible efficient" means available for disseminating information to people "as promptly as possible."

6/8

NEWLY ELECTED OFFICERS ANNOUNCED BY AGRICULTURAL COMMUNICATORS IN EDUCATION

The newly elected officers of Agricultural Communicators in Education (ACE) are: president-elect for 1988-89 and president for 1989-90, John M. "Jack" Sperbeck, University of Minnesota; and vice president, Larry Whiting, Ohio State University-Columbus. Directors-elect are Janet Rodekohr, University of Georgia, Southern Region; Jacqueline Ullery, Ohio State University-Wooster, North Central Region; Judith Bowers, USDA Extension Service, D.C. Region; and William E. Carnahan, formerly USDA Extension Service, 1-year of unexpired term as retiree director, vacated by the late Leon McGraw.

(more)

President this coming year is Bonnie Riechert of the University of Tennessee. She succeeds 1987-88 president Joseph J. Marks of the University of Missouri.

ACE has over 700 members in the United States and 21 foreign countries. More than 200 members from 36 states, Australia, Canada and the Philippines attended the conference in Louisiana.

Recently elected D.C. Regional officers for 1988-89 are: Denver Browning, USDA Office of Information, president; Nolan Kegley, Farmers Home Administration, vice-president; Eunice Bowman, Food and Nutrition Service, secretary; and Liz Lapping, Food Safety and Inspection Service, treasurer.

6/17

NEW DIRECTOR OF INFORMATION ANNOUNCED BY USDA'S EXTENSION SERVICE

USDA's Extension Service has appointed Janet K. Poley as director for communications, information and technology, effective August 1. She succeeds Ovid Bay who retired as director of communication and information.

Poley is currently assigned as program leader in the Development Program Management Center of USDA's Office of International Cooperation and Development.

She received a Ph.D. in education from the University of Nebraska in 1975. She had served on agricultural communications staff at the University of Nebraska a number of years before joining USDA in Washington, D.C., in January 1976.

6/17

USDA'S SOIL CONSERVATION SERVICE NEEDS PUBLIC AFFAIRS SPECIALIST IN N.J.

USDA's Soil Conservation Service has an opening for a GS-1035-9/11 public affairs specialist in Somerset, New Jersey.

Duties include assisting state staff in preparing reports, plans, news articles; writing articles, press releases, and other materials; developing exhibits and displays for use in information phase of soil and water conservation throughout the state; and training SCS district employees in working effectively with media and information outlets and organizations, in presentation of visual aids and technical material, and in preparation of informational material for educational purposes.

Refer to vacancy announcement number SCS-88-334.

Contact: Chief, Employment Branch, SCS, P.O. Box 2890, Room 6124-S, Washington, DC 20013. Telephone is 202-447-2631.

Closing date is July 22.

6/17

EDITOR/WRITER WITH USDA'S FOREST SERVICE RETIRES AFTER 41 YEARS OF SERVICE

Robert D. Wray, an editor and writer with USDA's Forest Service for 41 years, retired June 3. Known among his cohorts as "Dean" of Forest Service editors due to his tenure and length of service, he had been group leader of Information Services at the North Central Forest Experiment Stations in St. Paul, Minnesota, since 1966.

(more)

Always a proponent of making research usable and interesting to a wide audience, Wray initiated the policy of having artwork on the covers of experiment station publications. He also began North Central's series of "How to..." publications, distilling research results into brief, readable leaflets. He devised yet another outreach for research results with his idea for a "syndicated" column called WOODSWISE, written by him and his staff and published regularly in about a dozen regional and national conservation magazines.

Wray and his wife will continue living in the St. Paul area.

6/21

KANSAS STATE EXTENSION COMMUNICATIONS HAS AN OPENING FOR A RADIO BROADCASTER

The Department of Extension Communications at Kansas State University has an opening for a radio broadcaster to produce programming for public radio station KKSU in agriculture, community and economic development, and news.

Requirements include a B.S. degree in agriculture or communications with background in an area not covered by degree program, and a minimum of two years broadcasting experience.

Send letter of application, resume, academic transcripts, three letters of reference, and audition tape to: Jack Burke, Head, Department of Extension Communications, McCain Auditorium, Kansas State Univ., Manhattan, KS 66506. Telephone is 913-532-5851. Dialcom E-mail is AGS900.

Closing date is July 15.

6/22

USDA'S 'A BETTER WAY' TELEVISION SHOW GOING TO MILLIONS OF HOUSEHOLDS

USDA's television program, "A Better Way," is going to over 13 million cable households in the United States and Canada, at an annual cost of around \$150,000.

Don Elder, creator, producer, and host, points out that the United States Information Agency's "WorldNet" costs nearly \$37 million a year, reaching only 5 million households overseas.

Elder, of the Radio and Television Division of USDA's Office of Information, says "A Better Way" (now wrapping up its 12th year) also goes to a number of UHF and VHF broadcast stations.

For further information about "A Better Way" or other television and radio services from USDA, call 202-447-4330, or write to Margaret Desatnik, acting chief, Radio & Television Division, Room 410-A, USDA, Washington, DC 20250, or Dialcom E-mail AGR007.

6/23

USDA FOREST SERVICE RESEARCH STATION SEEKING TECHNICAL PUBLICATIONS EDITOR

USDA's Forest Service has an opening for a GS-1083-9/11 technical publications editor in the Pacific Southwest Research Station in Berkeley, California.

Duties include reviewing, analyzing, and evaluating manuscripts; editing manuscripts and typescripts; and reviewing and evaluating illustrations and artwork.

(more)

Requirements include a broad subject-matter knowledge in biological sciences and related fields, familiarity with printing and graphic arts, and knowledge of USDA Forest Service programs.

For further information contact: Vincent Y. Dong at 415-486-3114.

Send applications to: Y. Hannon, Personnel Management, PSW Research Station, P.O. Box 245, 1960 Addison St., Berkeley, CA 94701. Refer to vacancy announcement no. PSW-88-17.

Closing date is July 30.

6/24

USDA ESTABLISHES A TOLL-FREE HOTLINE TO ANSWER QUESTIONS ABOUT DROUGHT

USDA, in cooperation with other Federal agencies, is providing a toll-free telephone hotline to answer questions about Federal Government services available to citizens in drought-stricken areas.

The toll-free number is 1-800-541-3375. In the Washington metropolitan area the number is 202-447-8455. Telephones were staffed beginning Friday, June 24 from 8 a.m. until 6 p.m. EDT on weekdays, and from 9 a.m. until 1 p.m. EDT on Saturdays (except the July 4th weekend).

More than 3,300 calls were received through the USDA hotline during the first week--mostly from callers in Iowa, Wisconsin, Illinois, and Missouri.

Purdue University began a drought hotline on June 21, and received calls statewide asking for information about the drought.

According to Eldon Fredericks, department head of the Agricultural Communication Service at Purdue, many people just want to talk with someone. They are concerned about government help and making their management decisions.

On the hotline's initial day, most of the calls came from farmers. Many calling with serious problems.

Some farmers have waited for rain to plant soybeans, and their question is if it does rain, when is the cut-off date to plant soybeans and still raise a crop?

There have been replanting questions, too, but the big question from nearly all the callers was, when will it rain?

Although farmers dominated the calls Tuesday, the hotline is also for consumers. Purdue specialists have answered horticultural, marketing and consumer questions, as well as agribusiness and planting questions.

The Purdue hotline, available at 1-800-872-1920, is open to callers from 8 a.m. to 5 p.m. Monday through Friday, with specialists on hand to answer questions.

6/24

USDA'S OFFICE OF INFORMATION HAS AN OPENING FOR CHIEF OF RADIO AND TELEVISION

USDA's Office of Information has an opening for a GM-1035-15 supervisory public affairs specialist, to serve as chief of the Radio and Television Division.

Qualifications include written and oral communication skills, interpersonal relations skills, and analytical skills. Other qualifications include the ability to manage electronic media news and public service programs, skill in the application of radio and television broadcasting techniques, and the ability to supervise personnel and other resources in directing USDA's radio and television services.

Vacancy Announcement No. OGPA-88-23, is being advertised Departmentwide.

Contact: Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833. Closing date is July 20.

6/28

FEDERAL AND STATE AG OFFICIALS ESTABLISH NATIONAL HAY INFORMATION NETWORK

Officials from USDA and the National Association of State Departments of Agriculture (NASDA), have established a hay information network--"HayNet"--to assist in locating available hay and identifying drought-stricken areas that need forage for cattle feeding.

By Tuesday each week, participating states will let USDA know the amount of hay they have on hand and can spare, or how much they need.

USDA will put the information into a national summary, available to each state through its Dialcom electronic mailbox. USDA, NASDA, and the majority of states are linked by the Dialcom System.

After USDA's Office of Intergovernmental Affairs transmits the summary by Thursday of each week, a state needing hay can easily go into its electronic mailbox to determine which other states have hay on hand. The summary will show up in state mailboxes as "Express" mail.

For further information on the Dialcom electronic service, contact either this editor, Denver Browning at 202-447-2058 (Dialcom E-mail AGR209), or Russell Forte at 202-447-5505 (AGR205). If you want detailed information and prices, contact Jackie Karotsch at Dialcom, 202-488-0550 (Dialcom E-mail JACKIE:98).

6/30

WEEKLY WEATHER AND CROP REPORTS, A NEW SERVICE AVAILABLE ON USDA 'ONLINE'

Especially useful during the drought is a new service USDA's Office of Information has added to its "USDA Online" regional news category ("RNEWS") -- weekly weather and crop reports. The reports are available from every state. Each report gives details about weather and crop development in specific areas of its state.

For instance, the "Florida Weekly Weather - Crop News" for the week ending June 26 (transmitted June 27) gave a weather summary, discussed field crop development, livestock and pasture conditions, gave development of the citrus crop, and discussed conditions of the citrus trees and groves.

The report gave precipitation from about 60 measuring stations in five basic areas of Florida, giving the inches of rain for each of the past two weeks, the cumulative total and the normal rainfall. It gave Florida's high, low, and average temperatures and their departure from normal readings.

The five-page single-spaced report detailed Florida's main vegetable crops, giving individual quantities, harvest progress and related information. It estimated numbers of boxes of types of citrus harvested for each of the past three weeks.

The reports are loaded each Monday or Tuesday from their originating state into USDA's "EDI Service" by field offices of USDA National Agricultural Statistics Service. From there, Dialcom, Inc., picks them up automatically by computer and places the reports in USDA Online's RNEWS category. People can reach them most quickly by typing "USDA RNEWS" after signing onto the Dialcom system.

USDA deletes the reports after two weeks. New England states are reported as a group. Other press releases of state and regional value are entered in the RNEWS category, as well.

6/30

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

July 9-10:

COOPERATIVE COMMUNICATORS' ASSOCIATION Annual Institute
J.W. Marriott Hotel, Washington, D.C.
Contact: Pat Duffey, ACS, 202-653-7049

July 10-13:

SECOND QUADRENNIAL AGRICULTURAL COMMUNICATORS' CONGRESS
J.W. Marriott Hotel, Washington, D.C. -- \$125 for members of sponsor-
ing associations; \$225 for others
Contact: Paul Weller, Agri-Washington, 202-785-6716

July 13-15:

AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) Annual Conference
J.W. Marriott Hotel, Washington, D.C. -- \$85
Contact: Karen Stuck, USDA, 202-447-9113, or Russ Forte, 202-447-5505

Sept. 19-20:

GOV'T PUBLIC AFFAIRS/INFORMATION PROGRAMS: SUCCESSFUL STRATEGIES & TACTICS,
or PRACTICAL TECHNIQUES FOR USING RESEARCH IN PUBLIC AFFAIRS & PR
Mayflower Hotel, Washington, D.C. -- \$595 for either seminar
Contact: New York Univ./PR Society of America, 212-682-1435

Sept. 26-29:

2nd ANNUAL CD-ROM CONFERENCE & EXPO '88
Hyatt Regency Hotel, Chicago, Illinois -- \$295 (2-day workshop extra)
Contact: IDG, 1-800-225-4698 or 617-879-0700 ext. 327

Oct. 30 - Nov. 2:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE (COSDA) Annual Conf.
Kansas City, Missouri
Contact: Carole Jordan, Kansas Board of Agriculture, 913-296-3571

Nov. 16-18:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS (NAGC) Annual Conference
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

Nov. 17-20:

SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ-SDX) Annual Convention
Cincinnati, Ohio
Contact: SPJ-SDX, 312-883-3200

Nov. 30-Dec. 3:

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA) Conference/Exhibition
Las Vegas, Nevada
Contact: RTNDA, 202-659-6510
